How to utilize Social Media in Universities?

Co-chairs:

Matt Glowatz, College Lecturer & MSc iBusiness Coordinator
University College Dublin, Ireland

Hans-Dieter Zimmermann, Professor
FHS St. Gallen University of Applied Sciences, Switzerland

Presenters:

Andrea Back, Professor
University of St. Gallen, Switzerland

Jari Salo, Professor of Marketing
Aalto University, School of Economics, Finland

Rolf Wigand, Maulden-Entergy Chair and Distinguished Professor of Information Science and Management
University of Arkansas at Little Rock, United States

Workshop Outline

The utilization of Social Media within the business world as well as in our private environment progresses with a rapid pace. Obviously it is no longer a question of ‘if’ but of ‘how’ should one utilize Social Media within a respective organization or personal setting. Also within the academic landscape the use of Social Media is developing rather fast. Be it in teaching, research, or administration and marketing, Facebook, Twitter and Co. are being used more and more.

The main question addressed in this workshop is how Social Media affect the academic landscape. Workshop participants will discuss the current status of Social Media utilization within different universities in their different areas around the world. Furthermore, the workshop will discuss experiences of Social Media use in the academic environment so far: What are the benefits? What are lessons learned so far? And what will be future directions of Social Media use within universities? Will it develop towards a university 2.0?